

# Upton Center Visioning Project

## Working Group Meeting #1



# Working Group Process

**January 23** ~~Kick-off Meeting~~

**February 11** **Working Group #1: Shared Fact-Finding**

- Review information the site and project context
- Discuss issues, problems and opportunities

**March 4** **Working Group #2: Vision & Values**

- Verify understanding of site and context
- Verify key problems and opportunities
- Draft Vision and plan for public workshop

**March 22** **Public Visioning Workshop**

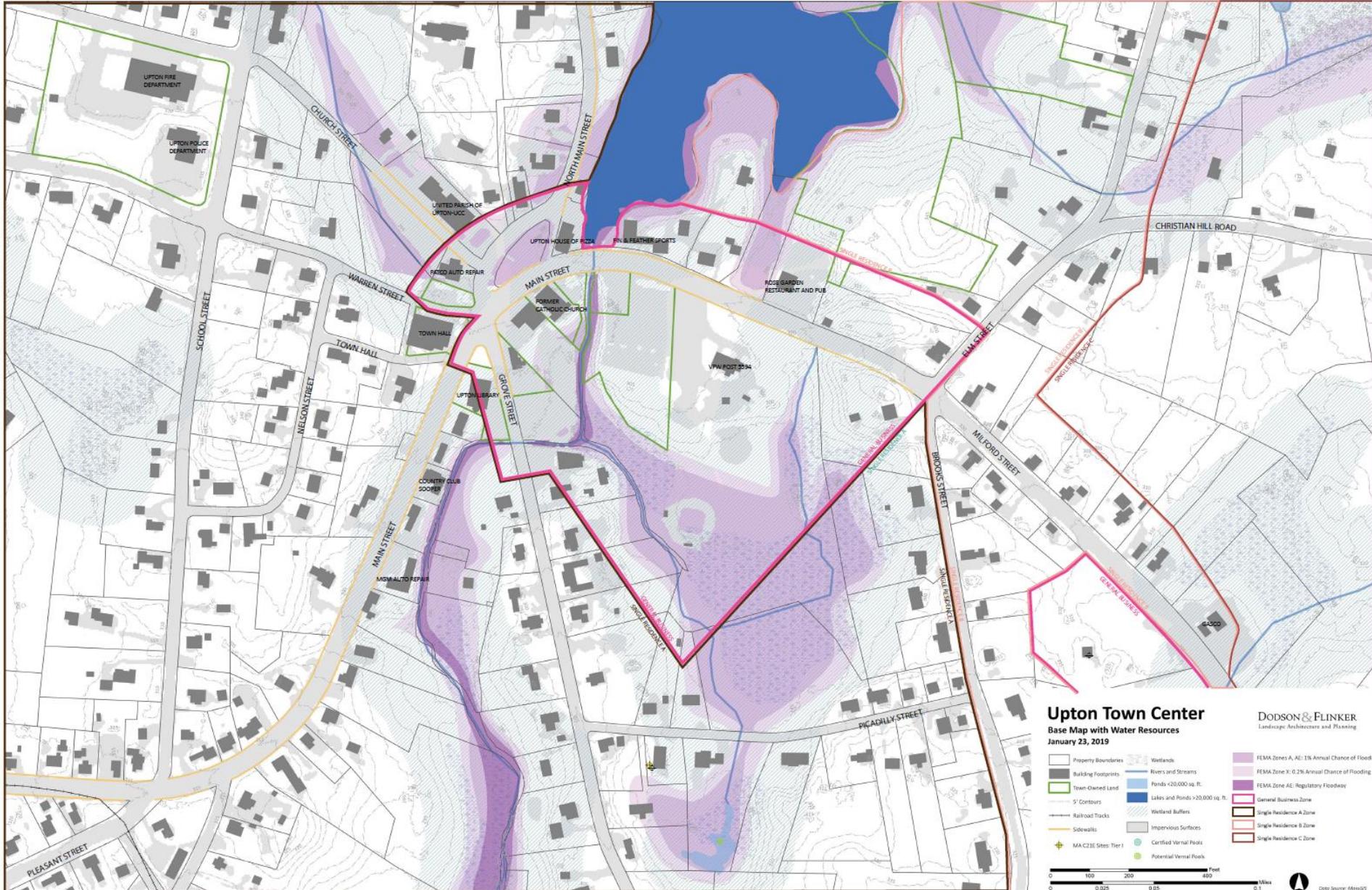
**April 1** **Working Group #3: Exploring Alternatives**

- Review ideas from public workshop
- Discuss alternatives and identify preferred plan

**April 8** **Working Group #4: Deliberation & Decision-Making**

- Review preferred plan
- Discuss implementation strategies
- Plan for Town Meeting

**May 2** **Town Meeting**



### Upton Town Center Base Map with Water Resources January 23, 2019

**DODSON & FLINKER**  
Landscape Architecture and Planning

<ul style="list-style-type: none"> <li> Property Boundaries</li> <li> Building Footprints</li> <li> Town-Owned Land</li> <li> 5' Contours</li> <li> Railroad Tracks</li> <li> Sidewalks</li> <li> MA C23E Sites: Tier I</li> </ul>	<ul style="list-style-type: none"> <li> Wetlands</li> <li> Rivers and Streams</li> <li> Ponds &lt;20,000 sq. ft.</li> <li> Lakes and Ponds &gt;20,000 sq. ft.</li> <li> Wetland Buffers</li> <li> Impervious Surfaces</li> <li> Certified Vernal Pools</li> <li> Potential Vernal Pools</li> </ul>	<ul style="list-style-type: none"> <li> FEMA Zone A: AE: 1% Annual Chance of Flooding</li> <li> FEMA Zone X: 0.2% Annual Chance of Flooding</li> <li> FEMA Zone AC: Regulatory Floodway</li> <li> General Business Zone</li> <li> Single Residence A Zone</li> <li> Single Residence B Zone</li> <li> Single Residence C Zone</li> </ul>
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0 100 200 400 Feet  
0 0.25 0.5 1 Miles

© 2019 Dodson & Flinker

# Who is in the room?

Say your name and what groups or interests you represent.

We will write down the groups people mention.

Once you have introduced yourself, sit back down.

If another person names a group or interest that you represent, stand up. If you haven't introduced yourself, remain standing until we call on you to introduce yourself. If you have already introduced yourself sit back down.

We will continue on until everyone has introduced themselves and we have identified all the groups, interests represented by the Working Group

# Review of Past Work

# Summary of Past Plans



**Mixed-Use**



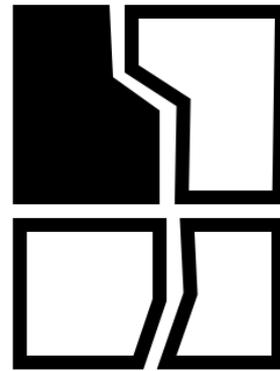
**Improve Street**



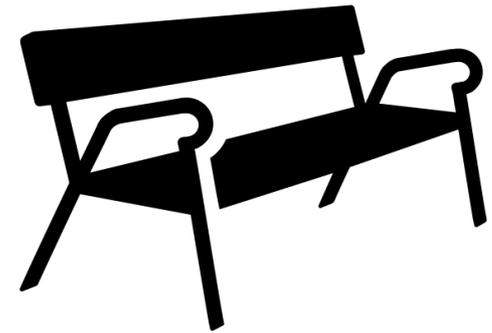
**Shared Parking**



**Diverse Housing**



**Update Zoning**



**Add Amenities**

Plans Reviewed: 2005 Upton Master Plan, 2007 Open Space Project, 2012 Housing Production Plan, 2019 Complete Streets Prioritization Plan

# January 23 Community Meeting Input



- Positive features
- Negative features
- Opportunities
- - - Potential connections
- - - Sidewalk gaps

**Town Center-wide opportunities:**  
 More events  
 New businesses to serve local needs - pharmacy, medical offices, cafe, restaurant, coworking space  
 Tax revenue from redevelopment

**Summary of Public Input from 1/23/19  
 Community Meeting**

— 5' Contours  
— Property Boundaries  
— Town-Owned Land

**DODSON & FLINKER**  
 Landscape Architecture and Planning

0 40 80 160 320 Feet  
0 0.01 0.02 0.04 Miles

# Goals for this Process

?

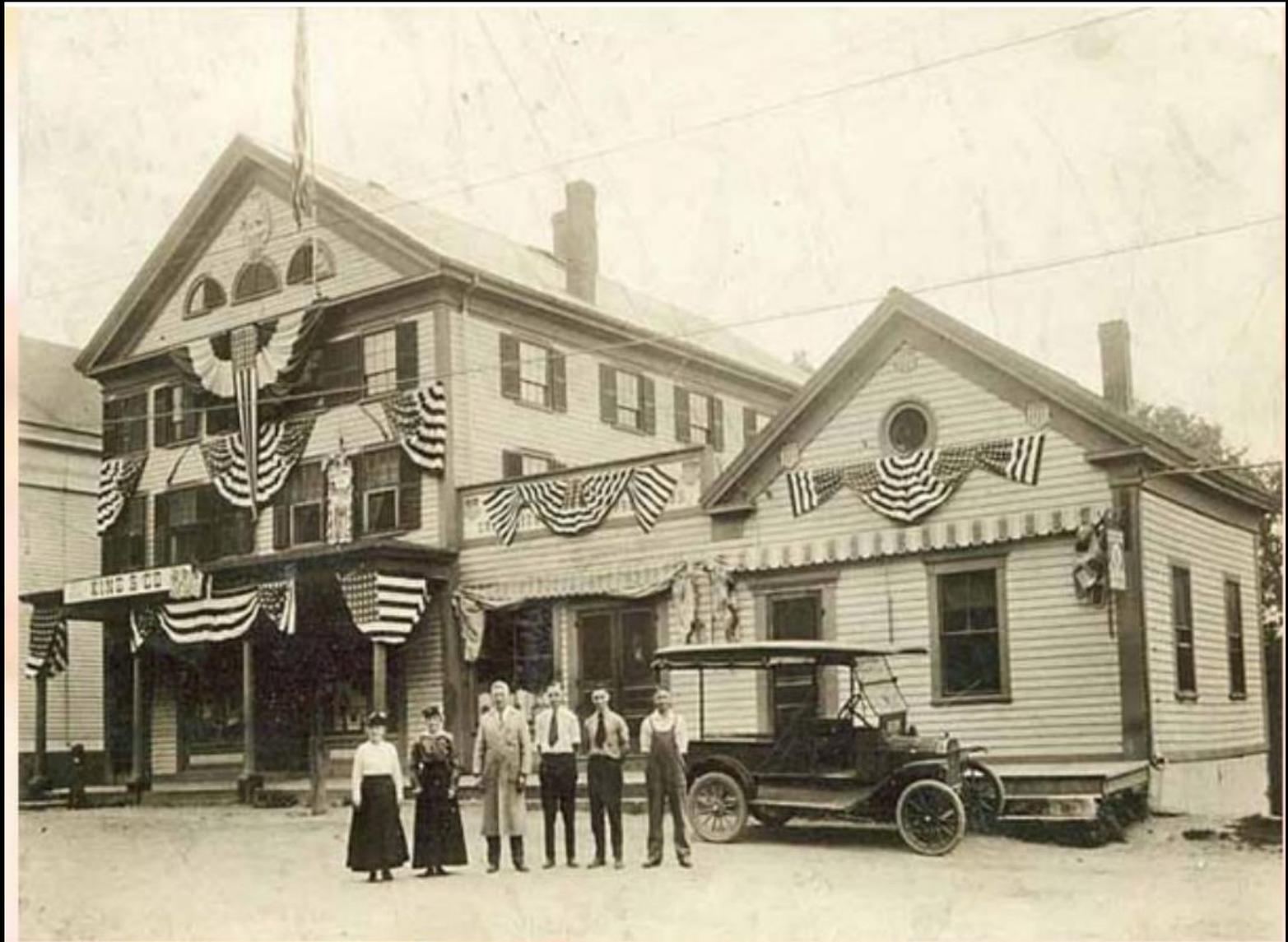
# Ground Rules for Working Together

## **Examples, for discussion:**

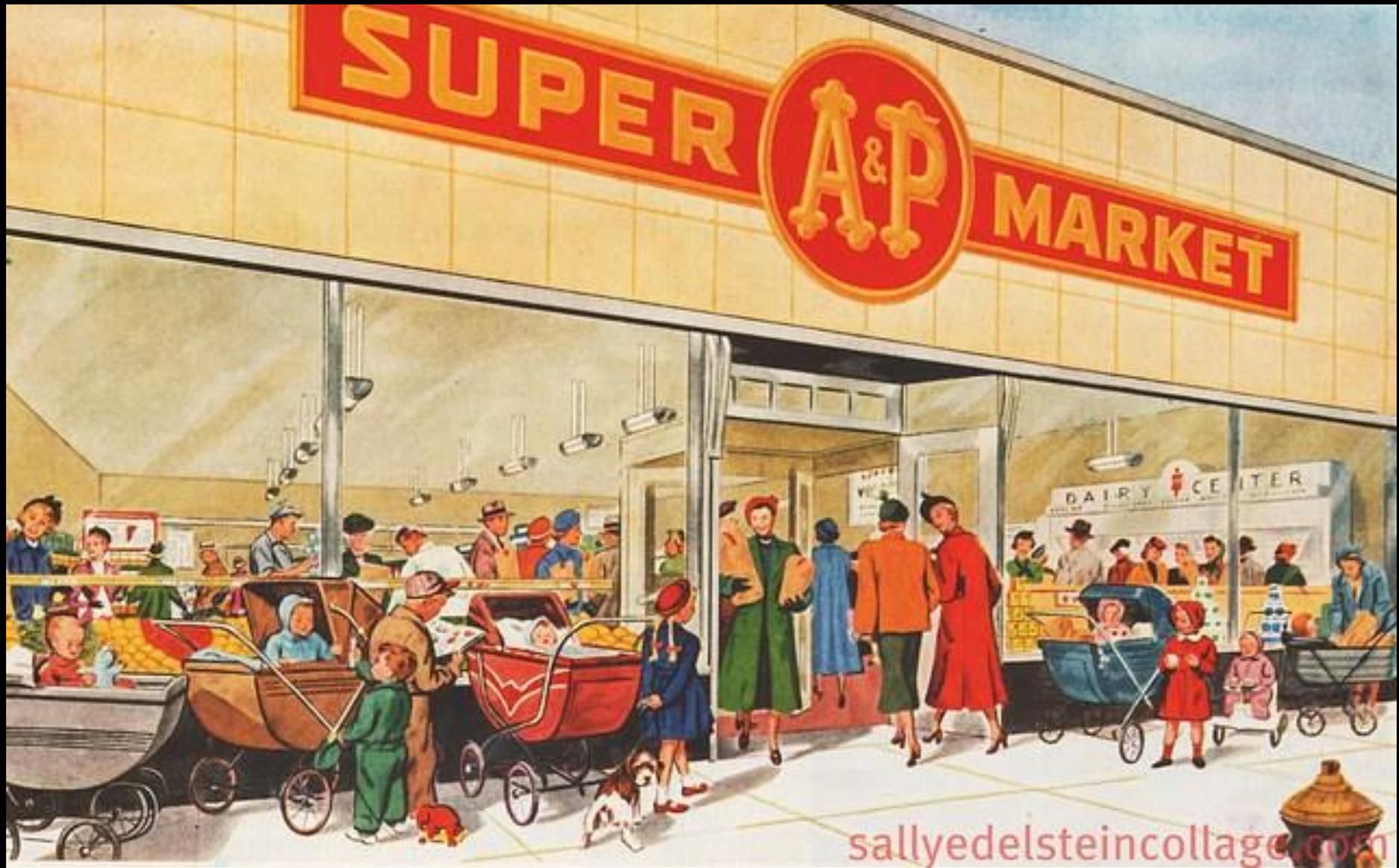
- Make sure everyone has a chance to speak
- Critique ideas, not people
- Work toward shared understanding
- State views and ask genuine questions
- Focus on identifying needs, instead of arguing about solutions
- Pay attention
- Come prepared

# Main Street Trends & Examples

# Main Street: the original Lifestyle center



Merchants in Front of the Arcade Block – Upton Center



sallyedelsteincollage.com





# American online retailing is growing rapidly

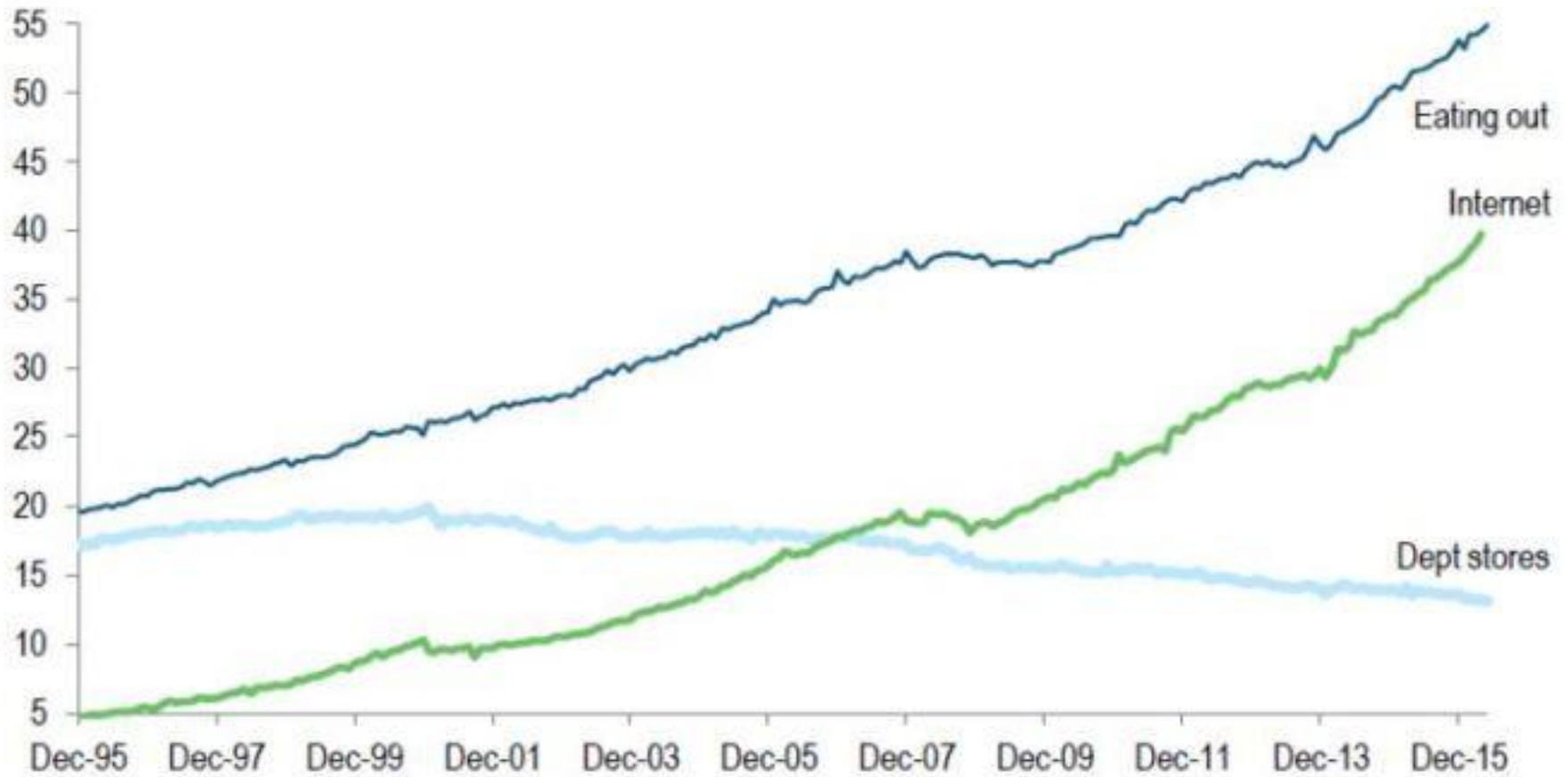
% of core retail sales



Sources: Haver; IIF  
© FT

## Figure 1: Parabolic rise in internet sales while department stores struggle

US retail sales in selected categories, USD bn (seasonally adjusted)



Source: Bloomberg (last data for internet sales: April 2016; other: May 2016), Standard Chartered Research

SEARS

**STORE CLOSING**







**Main Street Comes to the Suburbs**













Wayland Town Center



726 ft

Wayland Town Center





Wayland Town Center



Wayland Town Center

# Main Street Redevelopment (Avon, Connecticut)











People's United Bank

ATM  
CLOSE

ATM

QUICK





# Village Commons (South Hadley, Mass.)









ARTS  
UNLIMITED  
Framing & Art Gallery

**Autentica!**  
Mexican Restaurant  
Real Fish Tacos  
Carnitas  
Carnitas  
Fresh Homemade Salsas  
Come on!



**For Your Safety!  
Please:**

\*Push Activating Button On The  
Post Near Crosswalk Entrance.

\*Look Both Ways.

\*Wait For Traffic To  
Stop Before Crossing.

\*Be Vigilant, Flashing Lights Are  
Not A Guarantee That The  
Traffic Will Stop.



# West Concord Village, 1960s





# WEST CONCORD VILLAGE CENTER CASE STUDY



# WEST CONCORD VILLAGE CENTER CASE STUDY

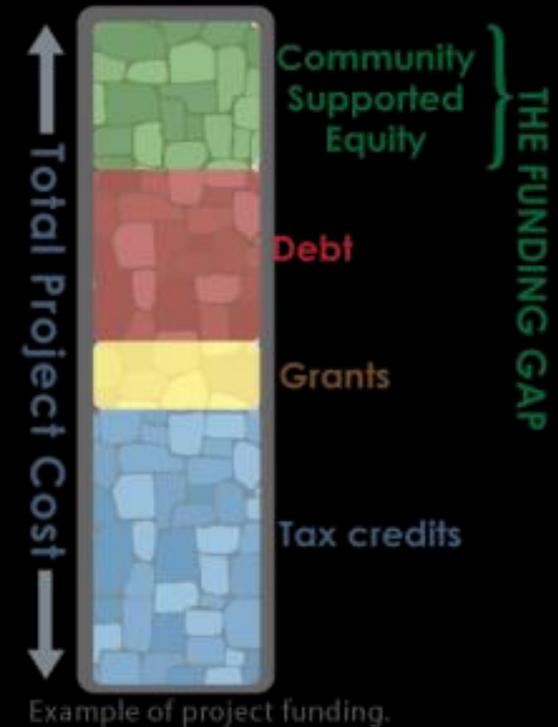


Courtesy Photo

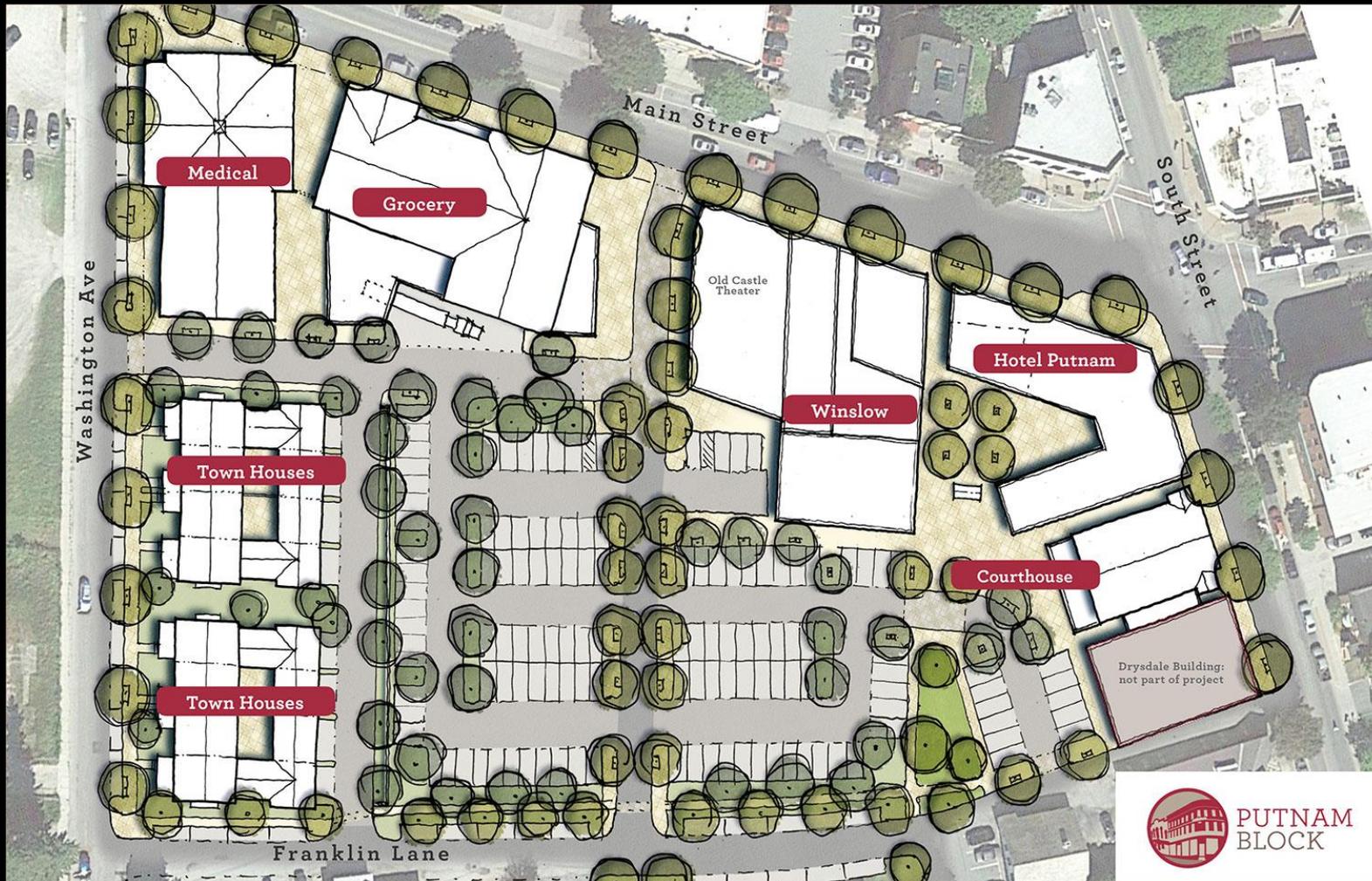
CONCORD, MA



# Closing the Funding Gap through Community-Enabled Redevelopment



**Brooks House, Brattleboro, Vermont**  
Stevens & Associates, M&S Development



**Putnam Block Redevelopment, Bennington, Vermont**  
Stevens & Associates, M&S Development

# Locally-Driven Community Partnership:

- Civic Leadership & Lead Investment
- Pre-leased anchor tenants – eds & meds
- Membership Housing
- Gap financing strategies



**D**



etter  
manchester

A Space to  
**MEET  
LEARN  
CREATE  
WORK**

page 4

**WORKING  
TOGETHER**

page 9

**PROGRAM  
& EVENT  
GUIDE**

page 14

•WORK\_SPACE•



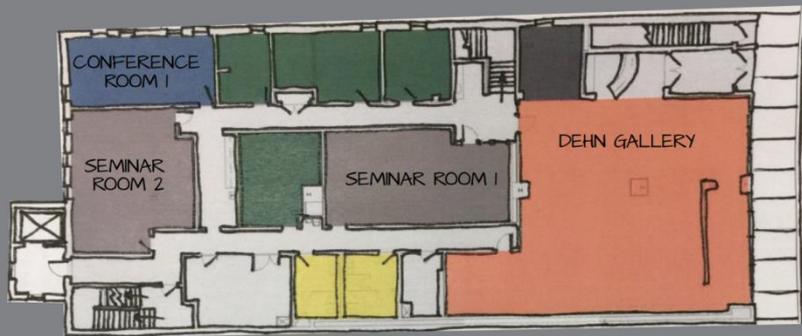
A Space to

**MEET  
LEARN  
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•WORK\_SPACE•



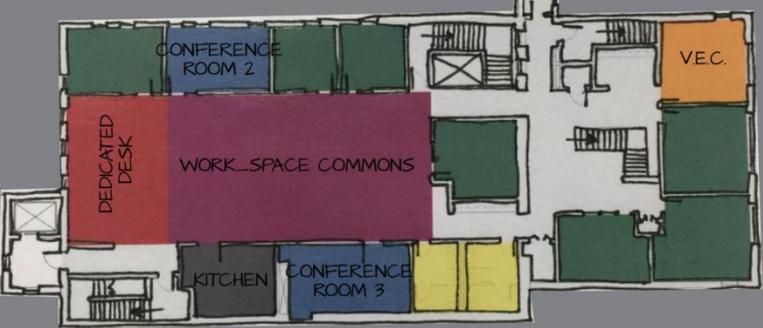
1ST FLOOR



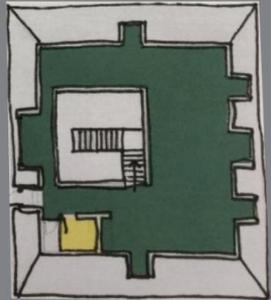
MAIN STREET



2ND FLOOR



3RD FLOOR LOFT



KEY

- DEHN GALLERY
- SEMINAR ROOMS
- CONFERENCE ROOMS
- PRIVATE OFFICES
- WORK\_SPACE COMMONS
- DEDICATED DESKS
- KITCHEN SPACE
- VISOGLIOSI ENTREPRENEURSHIP CENTER
- BATHROOM



Photo by Drew Angelo, Custom Concept Events LLC







•WORK \_ SPACE•

MEDIA & ELITE

ATHLETE

CENTER & VIP

HOSPITALITY MANCHESTER ROAD RACE

•PARKING•

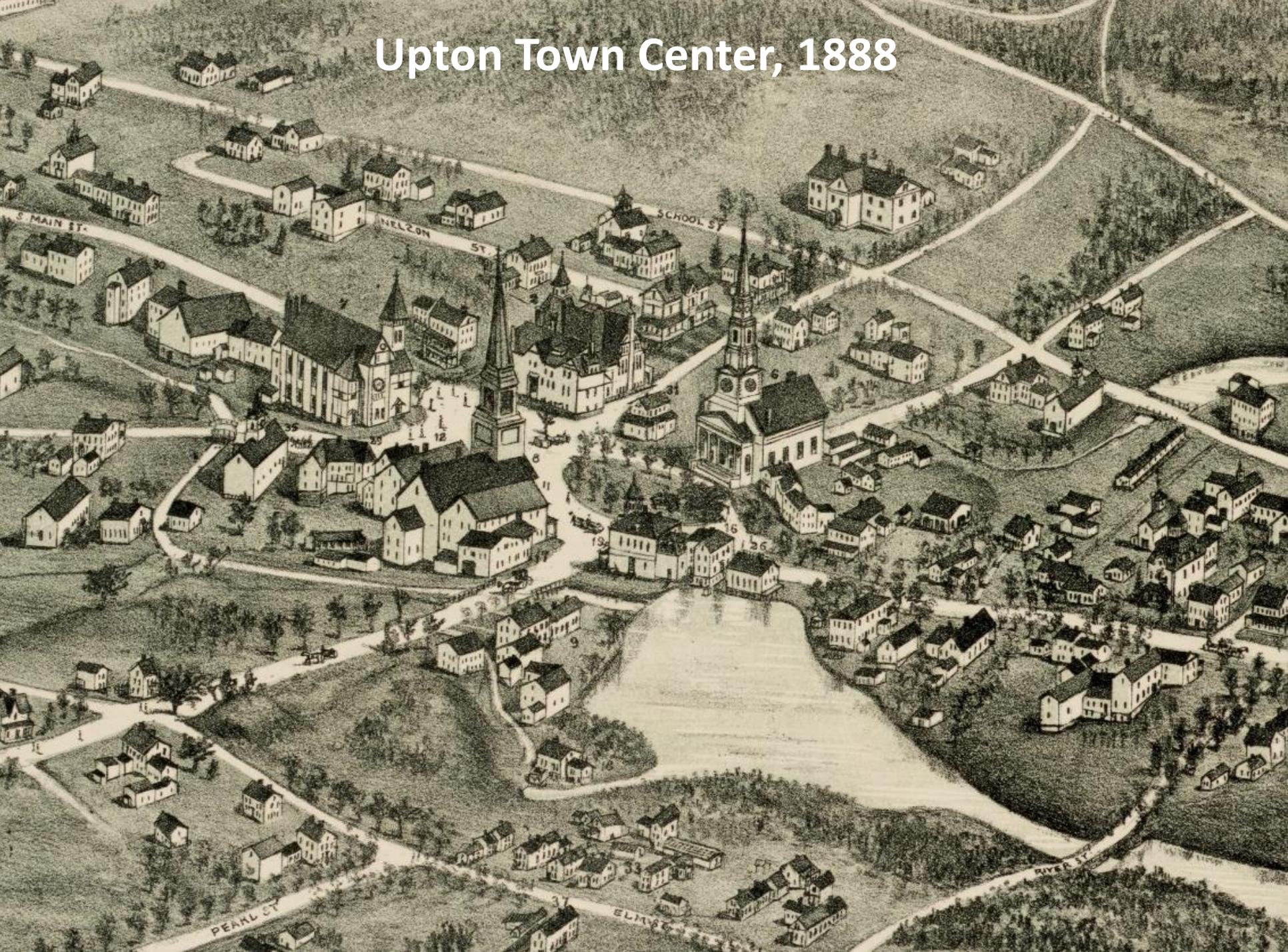
# Town Center History



**Upton Town Center, 1882**

Southwick Tavern in middle—was replaced by Town Hall

# Upton Town Center, 1888





**Upton Town Center, 1908**



**Upton Town Center, 1919**



© 2017 Pictometry

# Upton Town Center, 2017